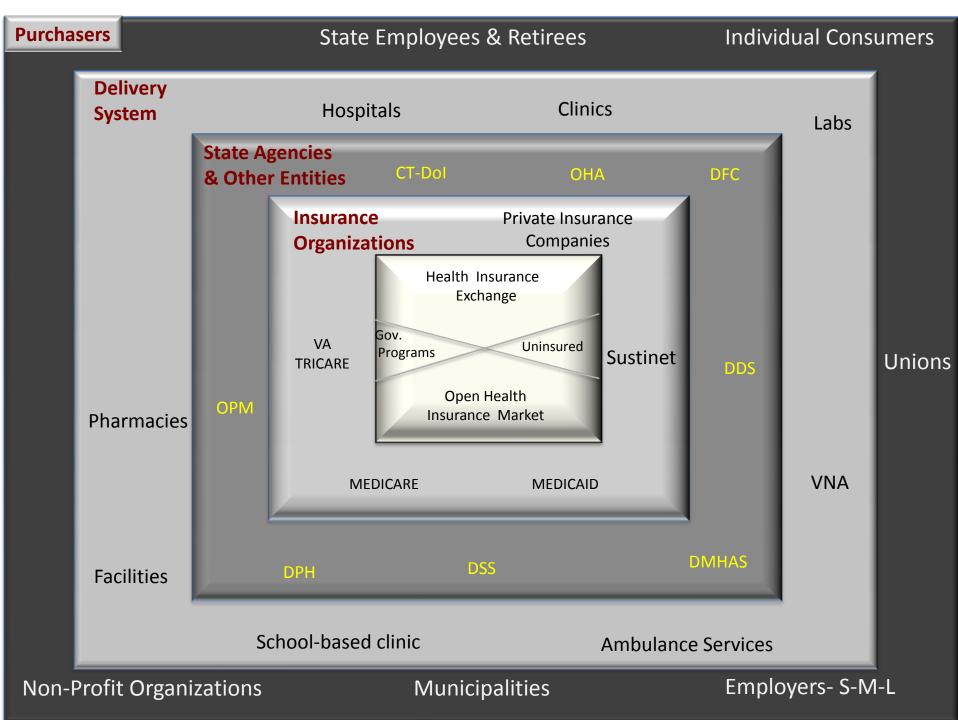
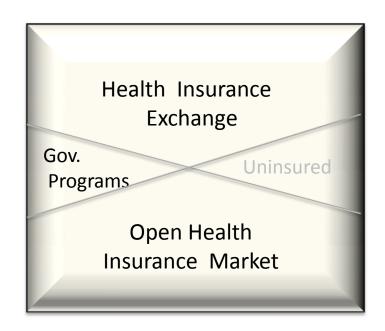
INTEGRATED VISION OF CONNECTICUT'S HEALTH SYSTEM DRAFT

December 22, 2011

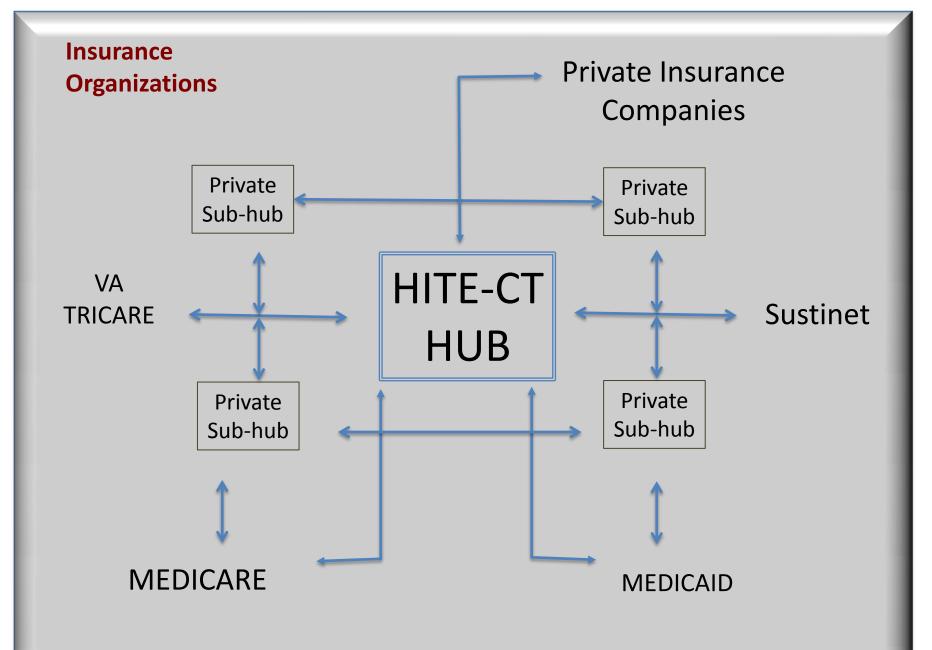
HEALTH INFORMATION TECHNOLOGY WORKGROUP





Distribution of the Nonelderly in Connecticut by Federal Poverty Level (FPL) and Coverage Source, 2008-2009 CPS Data with Kaiser/Urban Health Insurance Unit Adjustment

	Uningurad		ln dividual	Madiaaid	Other Public	Total Population
	Uninsured	Employer	Individual	Medicaid	Public	Population
Up to 138% FPL	155,700	116,300	37,900	198,900	23,900	532,800
Between 139% and 200% FPL	65,400	85,700	18,300	58,000	9,700	237,000
Total Up to 200% FPL	221,100	202,000	56,200	256,900	33,600	769,800
Above 200% FPL	155,900	1,863,100	93,000	95,500	17,100	2,224,500
Total	377,000	2,065,100	149,200	352,400	50,700	2,994,300

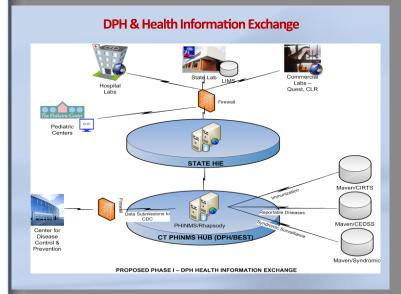


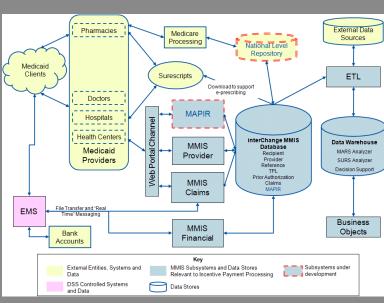
State Agencies & Other Entities

CT-Dol

OHA

DFC





DDS

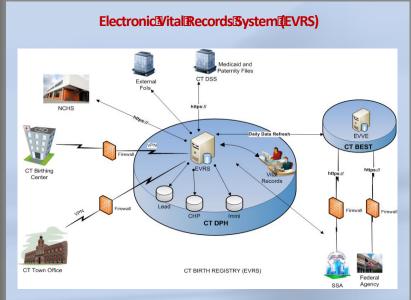


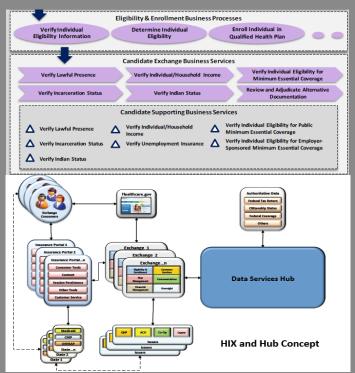


DSS

DMHAS

DFC





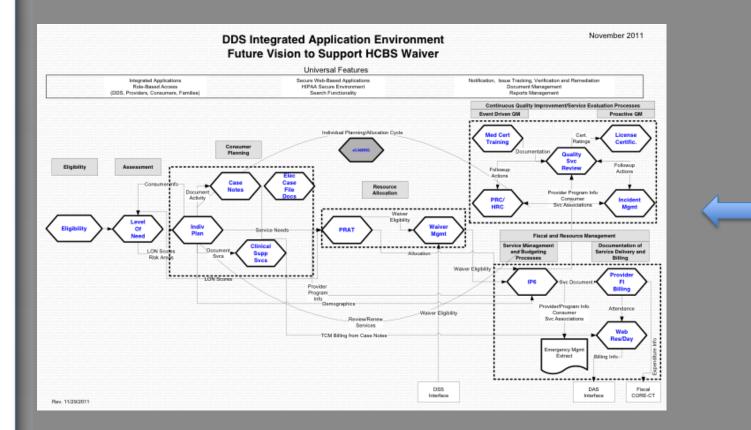
DDS

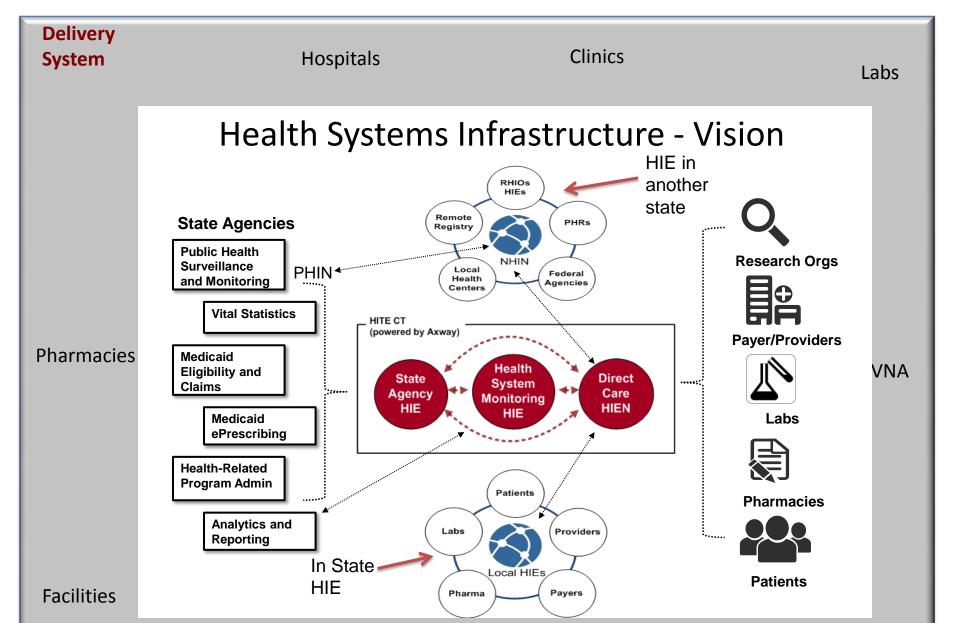




DMHAS

DDS





School-based clinic

Ambulance Services

Behavioral Segmentation

Helps to design a user experience that is responsive to people's different needs, desires and expectations



Passenger Get it done for me

How they want to engage: Hands-off

How they want to feel: Unburdened

What they're willing to give up: Control for convenience



Apprentice

Hold my hand

How they want to engage: Hands-on

How they want to feel: Like they're doing the right thing and making appropriate decisions

What they're willing to give up: Speed, convenience, and flexibility



Manager

Keep me posted

How they want to engage: Only when needed for oversight and approval

How they want to feel: Confident and well represented; that their time is used effectively

What they're willing to give up: A certain degree of control over the process



Engineer

Get out of my way

How they want to engage: Detail by detail

How they want to feel: Equipped to make decisions and changes when necessary

What they're willing to give up: Very little



Assister

How can I best help you?

How they want to engage: Meet consumers where they are

How they want to feel: Like they're providing a valuable service

What they're willing to give up: Many of the easier cases

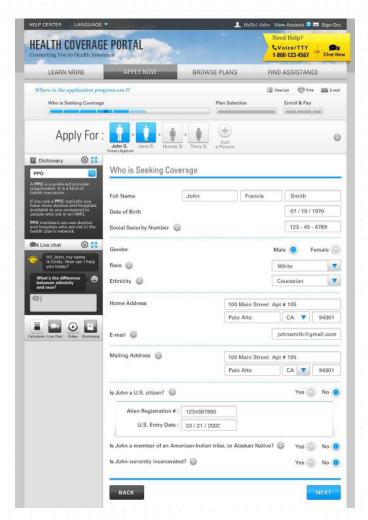


Unions

INITIAL DESIGN

Preliminary Visual Design

Explores the look and feel, including explorations in color, typography, spacing, texture, gradients and usability guidance through visual focus.

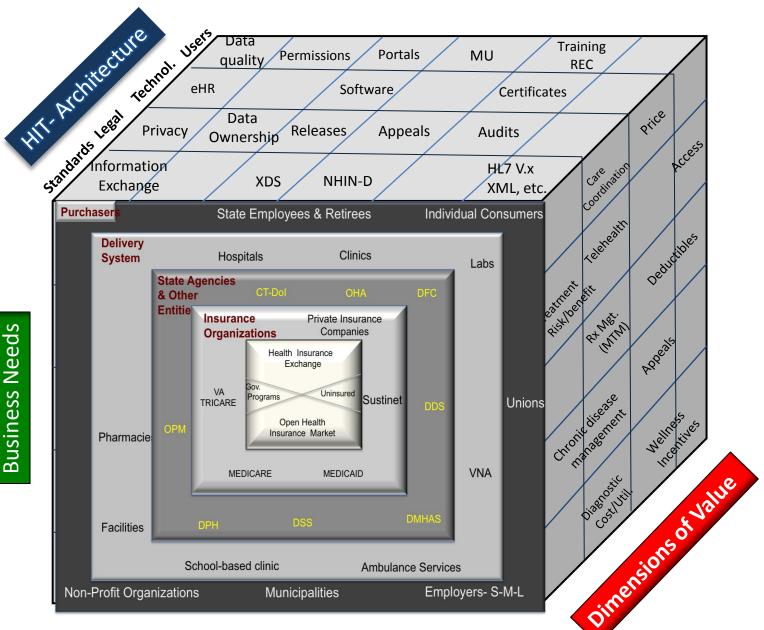


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COMPOSITE VIEW OF HEALTH SYSTEM



Health **Information** Exchange Health **Insurance** Exchange